Print Date 09/07/12 06:40:56

Orders	

Order / Rev:

106114

Alt Order #:

06848583

Product Desc:

JOE HECK 4 CONGRESS

Estimate:

Flight Dates:

09/03/12 - 09/16/12

Original Date / Rev:

08/30/12 / 09/06/12

Order Type:

GENERAL



Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

Strategic Media Placement, Inc.

Buying Contact:

Billing Contact:

7669 Stagers Loop

Delaware, OH 43015

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

00:05:00

Cash

Broadcast

EOM/EOC

Advertiser

Name:

Priority:

Heck, Joe for Congress

A35+

Demographic: Product Codes:

Revenue Codes:

PLC02

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Gross Amount Start Date End Date # Spots Net Amount 08/27/12 09/16/12 48 \$28,250.00 \$24,012.50 **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	48	\$28,250,00	\$24,012.50	0.00
Totals	48	\$28,250,00	\$24.012.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$28,250.00
Market	100%	\$94,166.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0,00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$31,075.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	31%	\$29,191.67
KTUD	1%	\$941.67
KVVU	2%	\$1,883.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,825.00

	L.n	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
Ī	∃ 1	KSNV	09/03/12	09/04/12	M-F 6-7a WakeUp	w/Wa@M	6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
					M-F 6-7a WakeUp	w/Wagners								
	- 1	NEW\$												
		<u>Star</u>	t Date I	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	W	eek: 09/0	03/12 (09/09/12	MT	2	\$700,00	0.00						

Print Date: 09/07/12 06:40:56

KSNV

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Order / Rev:

106114

Advertiser:

Heck, Joe for Congress

Alt Order #: Flight Dates: 06848583 09/03/12 - 09/16/12

Product Desc:

JOE HECK 4 CONGRESS

Estimate:

2643

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/03/1	2 09/04/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	MT	:30	2		0.00 NM		\$1,400.00
N	IEW\$, g								
We.	<u>Star</u> ek: 09/0	<u>t Date</u> 13/12	End Date 09/09/12	<u>Weekdays</u> M⊤	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
				M-F 6-7a WakeU		6-7a	F	:30	1	\$450.002	0.00 NM	1	\$450.00
				M-F 6-7a WakeU									Ţ -
N	IEWS Star	t Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
***	ek: <mark>0</mark> 9/0	3/12	09/09/12	F	1	\$450.00	0.00						
E 3 k	KSNV	09/10/1	2 09/14/12	M-F 6-7a WakeU		6-7a	M-WTF	:30	4	\$450.002	0.00 NM	4	\$1,800.00
N	IEWS			M-F 6-7a WakeU	p w/vvagners								
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 09/1		09/16/12	M-WTF Today Show	CM	\$450.00 658a-9am	0,00 TF	.20	<u> </u>	PEED 000	0.00 NIM		#4.400.00
<u> </u>	ZOIV	09/00/ (2 09/07/12	Today Show	CIVI	opoa-sam		:30	2	\$550.002	0.00 NM	2	\$1,100.00
Т	ODAY:		E. 18.4	144 4 4			-						
We	<u>Star</u> ek: 09/0	t <u>Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$550.00	<u>Rating</u> 0.00						
			2 09/14/12		CM	658a-9am	M-WTF	:30	4	\$550.002	0.00 NM	4	\$2,200.00
-	ODAY :	CHOW		Today Show									
J		SHOVV t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
We	ek: 09/1		09/16/12	M-WTF	4		0.00						
E 6	KSNV	09/03/1	2 09/05/12	M-F Early News	СМ	5-630p	M	:30	1	\$1,000.001	0.00 NM	· 1	\$1,000,00
N	IEWS			M-F Early News		(5:00 PM-5:3	0 PM)						
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 09/0		09/09/12	M	1	\$1,000.00	0.00						
E 7 k	KSNV	09/06/1	2 09/07/12	M-F Early News M-F Early News	CM	5-630p	TF	:30	2	\$725.002	0.00 NM	2	\$1,450.00
N	IEWS			,,, , ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,									
\0/a	<u>Star</u> ek: 09/0	t Date	End Date 09/09/12	<u>Weekdays</u>	Spots/Week	Rate	Rating						
				M-F Early News	CM	\$725.00 5-630p	0.00 M-WTF	:30	4	\$725,002	0.00 NM	4	\$2,900.00
			_ 00////-	M-F Early News	O.II	о обор	W11	.00	7	Ψ120.002	0.00 14101	-7	Ψ2,900.00
N	IEWS	t Date	End Date	Montelana	Spots/Week	Dete	Deti						
Wee	<u>عيما</u> ek: 09/1		09/16/12	<u>Weekdays</u> M-WTF	Spois/vveek 4	<u>Rate</u> \$725.00	Rating 0.00						
				M-F Wheel	СМ	7-730pm	F	:30	1	\$725.002	0.00 NM	1	\$725.00
W	VHEEL			-M-E Wheel of Fo	rtune						On		
,		Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 09/0		09/09/12	F	1	\$725.00	0.00						
E 10 k	KSNV	09/10/1:	2 09/14/12	M-F Wheel of Fo	CM	7-730pm	M-W-F	:30	3	\$725.002	0.00 NM	3	\$2,175.00
V	HEEL			MAL ANDERIOUS	itune	ů.							
		<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	ek; 09/1		09/16/12	M-W-F Face to Face w/ F	3 PaletonCM	\$725.00	0.00	.20		#200 DDD	0.00 NR4	,	****
	COLV	08/03/1/	2 09/03/12	Face to Face w/		730-758pm	M-W	:30	2	\$800.002	0.00 NM	7	\$800,00
F.		FACE				_							•
Mρ	<u>Starl</u> ek: 09/0	t <u>Date</u> 3/12	End Date 09/09/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$800.00	Rating 0.00						
				Face to Face w/ F	RalstonCM	730-758pm	TF	:30	2	\$400,002	0.00 NM	2	\$800.00
				Face to Face w/		1			-	+ 	2.20 11771	_	Ţ300.00
F.		D FACE t Date	End Date	Weekdays	Spots/Week	Defe	Rating						
Wee	<u>3tan</u> 9k: 09/0		09/09/12	F	<u> </u>	<u>Rate</u> \$400.00	Rating 0.00						
E 13 k	KSNV	09/10/1:	2 09/14/12		CM	730-758pm	M-WTF	:30	4	\$400,002	0.00 NM	4	\$1,600.00

Print Date: 09/07/12 06:40:56

KSNV

Totals

\$28,250.00

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Order / Rev:

106114

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06848583

Product Desc:

JOE HECK 4 CONGRESS

Flight Dates:

09/03/12 - 09/16/12

Estimate:

2643

Break Start/End Time Days Ln Ch Start End Inventory Code Len Spots Rate Pri Rtg Type Spots Amount Face to Face w/ Raiston Face to Face w/ J.Ralston **FACE TO FACE** Start Date **End Date** Weekdays Spots/Week. Rating Rate Week: 09/10/12 09/16/12 M-WTF--\$400.00 0.00 E 14 KSNV 09/07/12 09/07/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$750,002 ----F--0.00 NM \$750.00 1 M-F News 3 at Eleven **NEWS** Spots/Week Start Date End Date Weekdays Rating Rate 09/09/12 ---F--Week: 09/03/12 \$750.00 0.00 E 15 KSNV 09/10/12 09/14/12 M-F News 3 at Eleven CM 11pm-1135pm \$750,002 0.00 NM M-WTF--:30 \$3,000.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 M-WTF--\$750.00 0.00 ----S--E 16 KSNV 09/08/12 09/15/12 Saturday Today CM :30 \$225.003 0.00 NM 7a-9am \$450.00 Saturday Today SAT TODAY Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 09/03/12 09/09/12 ----5-\$225.00 0.00 ----S-Week: 09/10/12 09/16/12 \$225.00 0.00 E 17 KSNV 09/09/12 09/16/12 Sunday Today CM 7a-8am :30 \$200.003 0.00 NM \$400.00 Sunday Today **SUN TODAY** Start Date End Date Weekdays Spots/Week Rate Rating Week; 09/03/12 09/09/12 ----5 \$200.00 0.00 ----S Week: 09/10/12 09/16/12 \$200,00 0.00 E 18 KSNV 09/08/12 09/15/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$225.003 0.00 NM \$450.00 2 Sa-Su Early News **NEWS** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> ----S-Week: 09/03/12 09/09/12 \$225.00 0.00 ----5-Week: 09/10/12 09/16/12 \$225.00 0.00 E 19 KSNV 09/08/12 09/16/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 \$750.002 0.00 NM \$3,000.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 09/03/12 09/09/12 ----SS 2 \$750.00 0.00 Week: 09/10/12 09/16/12 ----55 2 \$750.00 0.00 N 20 KSNV 09/05/12 09/05/12 News 3 Live in Prime GM 7-10pm --W----:30 1 \$1,000.001 0.00 NM \$1,000.00 News 3 in Prime NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---W----1 \$1,000.00 0.00 N21 KSNV 09/05/12 09/05/12 Face to Face in PRIME CM 8-11pm -----:30 \$800.002 0.00 NM \$800.00 Face to Face in PRIME FACE TO FACE Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 --W----\$800.00 0.00